

Let's Talk AFVs!

Creating Clean Cities Speeches

OPPORTUNITIES

Industry Presentations:

- ♦ Fitting your delivery to suit the audience.
- ♦ How to work with demonstrations - and audio/visual.

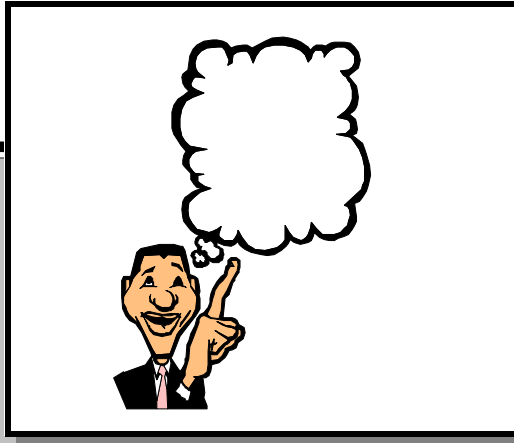
Service Clubs and Organizations:

- ♦ Easy to get an opportunity if you plan ahead.
- ♦ Making your presentation *timely*.

Business Organizations:

- ♦ The importance of Board members.
- ♦ Persistence - or, "Making the Sale."

♦



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TECHNIQUES

“The Laugh Trigger”:

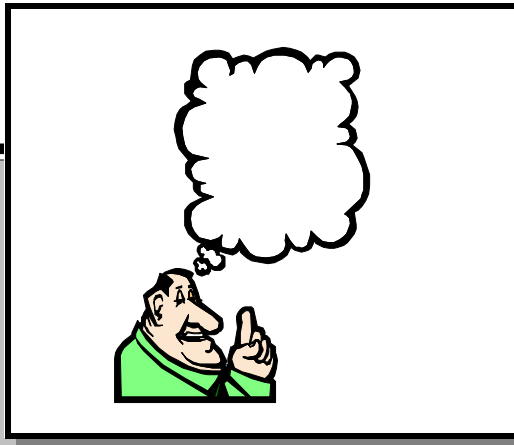
- ♦ Don't go for the easy laugh.
- ♦ Give context to your stories and practice the punchline.

“The One-Liner”:

- ♦ “The Upbeat” — buildup to a one-liner.
- ♦ “The Snapper” — the punchline. Delivery critical.

“The Point-Maker”:

- ♦ Witty story with interesting facts.
- ♦ Weave your speech around stories — relate to people.



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A TREASURY OF TOPICAL FACTOIDS

Oil Importation:

- ♦ Volume of imported oil.
- ♦ Consumption of oil and automotive trends.

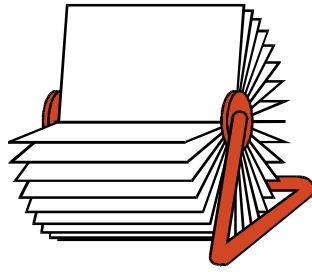
Environmental Impact:

The importance of context (or lack thereof!)

Making it relevant to your audience: examples.

Clean Cities Role:

- ♦ Anecdotal proof that these partnerships work.
- ♦ Enhancing the breadth of appeal for stakeholders.
- ♦



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WHERE DO WE GO FROM HERE:

- ♦ **EMAIL YOUR ANECDOTES TO GET ON THE
'MAILING LIST'**
- ♦ **EMAIL TO: GPCCP@LIBERTYNET.ORG
(Subject: Anecdote Library)**
- ♦ **WATCH FOR YOUR LIBRARY OF STORIES!**